

ETHNOMETHODOLOGY AND CONVERSATION ANALYSIS

Esther González-Martínez

University of Fribourg
&
University of Applied Sciences Western Switzerland

Method Workshop 8. Swiss Methods Festival, University of Basel, September 17, 2011



Several slides of the original presentation including data (pictures/videos) have been removed or modified for confidentiality reasons.

More than tools

"The method of empirical science obviously embraces the full scope of the scientific act, including the starting premises as well as the full round of procedural steps contained in that act. All of these components are essential to scientific study and all of them need to be analyzed and respected in developing the principles of methodology."

H. Blumer (1969, p. 24)

I. ETHOMETHODOLOGY

I.I Object

- Harold Garfinkel (1917-2011), *Studies in Ethnomethodology* (1967), *Ethnomethodology's Program* (2002).
- "It is the programmatic task of Ethnomethodological studies to specify the naturally accountable work of producing and describing the social facts of immortal, ordinary society." (Garfinkel, 2002, p. 66).
- Ordinary society as an ongoing, practical, concerted and contingent accomplishment.
- Structure as an achieved phenomenon of order.
- The study of the situated procedural work of producing ordinary society, its members and its accountability.
- "[T]here is order in the most ordinary activities of everyday life in their full concreteness" (Garfinkel, 2002, p. 95-96).
- The study of ordered details and procedures that are "commonplace, notably unremarkable, in specifics that are uninteresting but indispensable, and, somehow – and this is critically of interest – they are specifically unmentioned in established descriptions." (Garfinkel, 2002, p. 126).

I.2 Ethnomethodology today

- Approaches: conversation analysis (Sacks, Schegloff, Jefferson, 1974); membership categorization analysis (Sacks, 1972); multimodal analysis (Goodwin, 1981; Heath, 1986).
- Research programs: Studies of work (Garfinkel, 1986); Institutional Talk Program (Drew, Heritage, 1992); Workplace Studies (Heath et al., 2000); Ordinary Language and Mundane Reasoning Studies (Coulter, 1991; Pollner, 1987).
- Settings: judicial (Travers, Manzo, 1997); medical (Heritage, Maynard, 2006); medias (Jalbert, 1999); education (2000); scientific labs (Lynch, 1993).
- Interrelations: Educational and Applied Linguistics (Sert, Seedhouse, 2011); Computer Supported Cooperative Work Studies (Suchman, 1987); Discourse Analysis (Schiffrin, 1994); Discursive Psychology (Edwards, Potter, 1992); Interactional Linguistics (Selting, Couper-Kuhlen, 2001); Language and Social Interaction Research (Glenn et al., 2003); Micro-Ethnography (Streeck, 1983).
- Institutions: International Institute for Ethnomethodology and Conversation Analysis; Section on Ethnomethodology and Conversation Analysis (American Sociological Association); International Society for Conversation Analysis.

2. CONVERSATION ANALYSIS

2. 1 Object

- H. Sacks, E. Schegloff, G. Jefferson, "A simplest systematics for the organization of turn-taking for conversation" (1974).
- "We are engaged, among other things, in the study of the organization of social action. For that is what talking-in-interaction is. However humble the occasion and however apparently trivial the pursuit, the bits of talk under study are lent dignity by being instances of social action" (Schegloff, 1987, p. 102).
- Recurrent and stable practices of talking-in-interaction that participants deploy to talk and to grasp what is going on, and ultimately to produce it.
- Generic organization of practice for: turn organization and turn-taking organization, sequence organization, the organization of repair, the organization of word selection, overall structural organization.
- Turn-taking organization for ordinary conversation as a system: locally managed, party administered, interactionally controlled, and sensitive to recipient design.
- Distinctive practices that make for differences between speech exchange systems.
- Formal accounts serving as tools to illuminate contingent actual episodes of interaction.

2.2 Multimodal conversation analysis

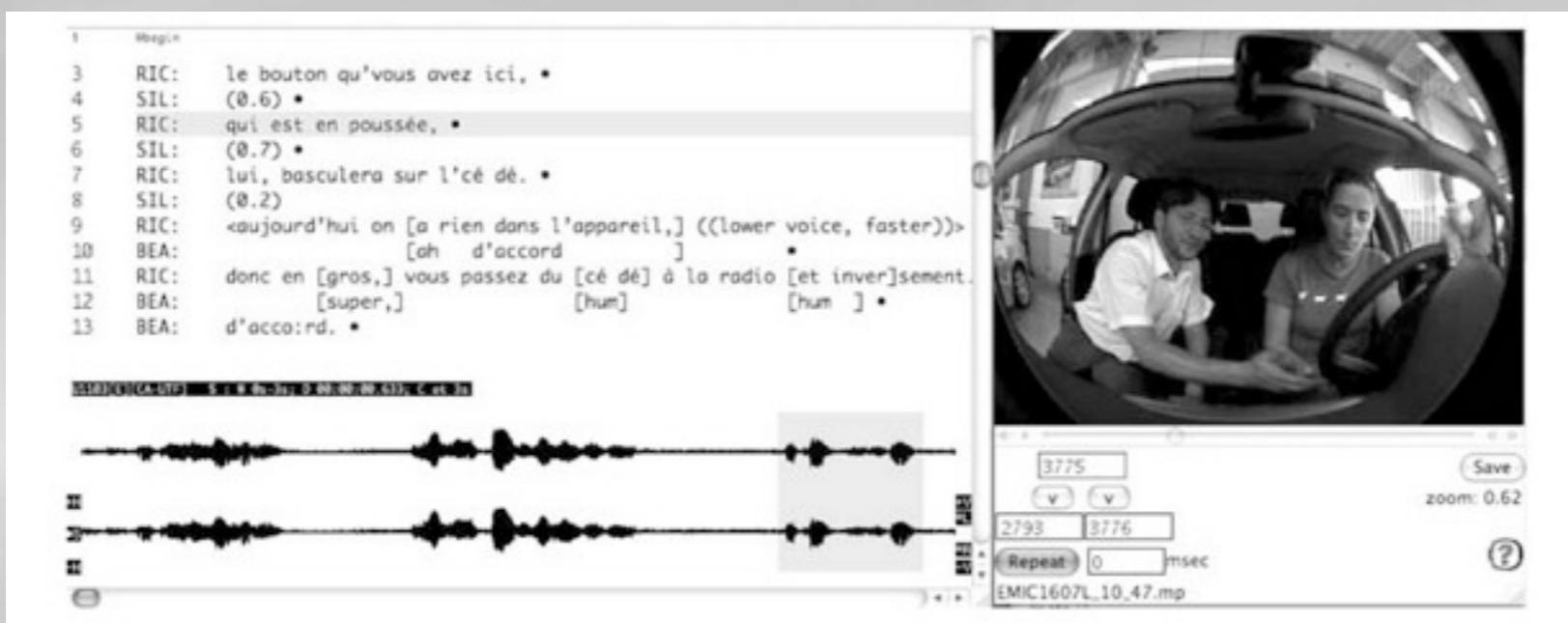
- Charles Goodwin, *Conversational organization. Interaction between speakers and hearers* (1981); Christian Heath, *Body movement and speech in medical interaction* (1986).
- "[A]n approach to the analysis of human action that takes into account simultaneously the details of language use, the semiotic structure provided by the historically built material world, the body as an unfolding locus for the display of meaning and action, and the temporally unfolding organization of talk-in-interaction." (Godwin, 2000, p. 1517).
- Investigate the sequential deployment and co-articulation of the communicative modalities – talk, gesture, gaze, use of material objects – involved in the ongoing production of courses of action and their public visibility.
- Ways in which participants multimodally display their orientations to action, so that they can grasp what is going on, see what to do next, and coordinate their actions.
- How the simultaneous deployment of communicative modalities contributes to the production of relevant social entities in the participants' surroundings.

2. 3 Methodological approach (I)

- In-situ observation of naturally occurring courses of action.
- Audio or video recordings.
- Detailed transcription (Jefferson, 2004).

(32) [NB:II:2:R:1-2]

Gladys: → you need uh hhamburger don'tchu.
 Emma: 'hh Ye:u::s? e_n y_{uh} need some: u_h :
 Gladys: → En s- 'hh sh:r edded lettuce?
 Emma: Shredded lettuce en CHEE::SE?
 .
 Gladys: → *→ Dih you need a hot sawss:?
 Emma: → 't'hhh A TA:t:CO Tsah*:ss.
 Gladys: *→ A ta:co s*aw:ss.



Goodwin (2000)

Jefferson (1983)

Mondada (2007)

2.3 Methodological approach (II)

- Unmotivated examination.
- Focus on what is being done and how it is accomplished.
- Analysis starts with "noticings" of organizational features or actions being accomplished.
- Analysis in terms of the practices that participants deploy to produce the phenomena under study.
- An account that:
 - describes a practice and formulates what action it is accomplishing;
 - is grounded in the orientations displayed by the participants;
 - elucidates the fit between the practice and the action.
- Ordinary conversation or talk in institutional settings.
- Identifying generic interactional practices or generic practices adapted to specific institutional tasks, or addressing applied practical concerns.
- Single-case analysis or analysis of collections of fragments, including clear or boundary instances as well as negative or deviant cases.

3. 2 The interactional organization of well-child visits

- 16 video-recorded well-child visits at a healthcare center in the Italian-speaking part of Switzerland.
- Regular, free-of-charge, voluntary check-ups.
- Scheduled follow-up visits.
- 3 nurses, 16 mothers with babies or toddlers (2 to 24 months).
- Between 13 and 45 minutes each.
- Overall structure:
 - Opening + Transitional "How are you" sequence
 - Examination and discussion (weighting, measuring, general check-up)
 - Closing
- Talking to/through the baby (González-Martínez, Zanini (2011)).

N: i giochi che farà anche la mamma
the games that mom will also play

N: la mamma sai cosa farà?
mom do you know what she will do

3. 3 Talking to/through the child to produce and manage disapproval

- The nurse disapproves of something – a behavior, object, or opinion – related to the care of the child.
- Nurse physically oriented to the child + use of “baby talk.”
- The mother orients to the nurse’s utterance as constituting disapproval.
- Potential for innuendo episodes (Goffman, 1979): baby-addressed recipient, mother-target.
- Previous research on related phenomena:
 - Aronsson, Rundström (1989): doctors address instructions or recommendations for the parents to the child;
 - Roberts (2004): veterinarians use animal-directed talk to manage risky activities for the professional-client relationship;
 - Mitchell (2001): talk to/through a baby or a dog to keep it engaged in the interaction and prevent response by the addressed person.

3.5 Discussion

- Formal two-part structure: source of disapproval + dispreferred response (minimal positive response, delay, mitigation, elaboration).
- The nurse and the mother contribute to the production and management of disapproval by talking to/through the baby and maneuvering him.
- A practice instrumental in producing safe disapproval:
 - Showing disapproval but preventing a verbal response;
 - Framing the disapproval as kind and playful, and as a teaching opportunity.
- Conciliating the medical, interactional and relational constraints of a child healthcare encounter:
 - Preserving rapport;
 - Keeping the child engaged in the interaction, thus child-centered;
 - Moving ahead with the medical agenda.
- The child being a participant, the object, and a resource in the visit.
- "Talking into being" the institution of non-judgmental well-child visits.

4. CONVERGENCES AND CHALLENGES

- Social interaction as a transcendental.
- The production of the objective reality of social life as interaction's paramount issue.
- Co-construction of individuals, activities, situations in and through interaction.
- The contingency of social action and the irreducibility of human praxis.
- Language in action as a sociological object.
- Innovative approaches for studying the simultaneous deployment of interrelated multimodal communicative modalities.
- Production of the detailed practices that shape courses of action and orient their participants.
- Recurrent, methodical interactional practices providing for and requiring rigorous studies.
- Social structures as achieved phenomena of order.

Thank you!

ETHNOMETHODOLOGY AND CONVERSATION ANALYSIS

Esther González Martínez

University of Fribourg & University of Applied Sciences Western Switzerland
esther.gonzalezmartinez@unifr.ch

Method Workshop 8. Swiss Methods Festival, University of Basel, July 17, 2011

RESEARCH

3.4 "Something that the nurse doesn't like much"

Excerpt 1: CZ-N3-M5 44:19 02:14-02:44

- 1 N: e vediamo adesso
eh let us see now
- 2 (1.7)
- 3 N: tu ↑ce (l')hai il libretto?
do you have it the health record booklet
- 4 M: (e:) lu lasà a cà=
eh I left it at home
- 5 B: =gua::
- 6 N: °l'hai lasciato a ca[sa?°]
you left it at home
- 7 M: [°(m:)] l'ho lasciato a casa°
m I left it at home
- 8 ↑qua::rda (XXXX) cosa [faccio]
look (NFN...) what I do
- 9 N: [°allora] andiamo a vedere-
so let us see-
- 10 N: ↑eh[::]
hey
- 11 M: [(stai)]
stay
- 12 N: .hhh
- 13 (0.5)
- 14 B: °gu°
- 15 N: <°que(s)to però è un lavo[ro che]=
this however is something that
- 16 B: [gua]=
- 17 N: =alla (XX↑XX), (0.2) piace, (.) poco. (.)
the (NFN...) does not like much
- 18 <perché prima bisogna <imparare a ↑fare?>
because first it is necessary to learn to do
- 19 (1.0)
- 20 N: e tutte [le altre co:]↑se
and all the other things
- 21 M: [je je je]
heh heh heh
- 22 (0.4)
- 23 M: ↓heh=
hey
- 24 N: =eh:? (.) tutte=
huh all

25 M: =[↑eh:]
 hey
 26 N: =[le altre] co:se bisogna imparare a fa:re
 the other things it is necessary to learn to do
 27 M: curiu:s [guarda qui]
 curious look here
 28 N: [>allora<] °siccome (.) (ne::) non
 so since um we do not
 29 abbiamo qua la cartella, (0.3) vado a cercarlo qua sopra,
 have here the booklet I am going to look for it here

Transcription conventions

CZ	corpus Zanini
N	nurse
M	mother
B	baby
[overlapping talk starts
]	overlapping talk ends
=	continuous talk
(0.2)	silence in seconds and tenths of a second
(.)	microsilence
.	final intonation
?	rising intonation
,	continuing intonation
:	prolongation of the preceding sound
we-	cut-off of the preceding sound
<u>you</u>	emphasis
°you°	quieter talk
°you	talk starts softly
↑	higher pitch
↓	fall in pitch
> <	faster talk
< >	slower talk
<	talk starts with a rush
.hh	inbreath
()	problematic, uncertain, or alternative hearings
(XXXX)	nurse's first name, omitted for reasons of confidentiality

REFERENCES

- Aronsson, K., B. Rundström (1989), "Cats, dogs and, sweets in the clinical negotiation of reality. On politeness and coherence in pediatric discourse", *Language in society*, 18(4), pp. 483-504.
- Blumer, H. (1969), *Symbolic interactionism. Perspective and method*, Englewood Cliffs, Prentice-Hall.
- Cahill, P., A. Papageorgiou (2007), "Video analysis of communication in pediatric consultations in primary care", *British journal of general practice*, 57, pp. 866-871.
- Clayman, S. E., V. Teas Gill (2004), "Conversation analysis", pp. 589-606 in M. Hardy, A. Bryman (eds.), *Handbook of data analysis*, London, Sage.
- Coulter, J. (1991), "Logic. Ethnomethodology and the logic of language", pp. 20-50, in G. Button (ed.), *Ethnomethodology and the human sciences*, Cambridge, Cambridge University press.

- Crisinel, I. (2009), *L'interview, une rencontre avant tout*, mémoire de licence en sciences de la société, Université de Fribourg.
- Drew, P., J. Heritage (eds.) (1992), *Talk at work. Interaction in institutional settings*, Cambridge, Cambridge University press.
- Edwards, D., J. Potter (1992), *Discursive psychology*, London, Sage Publications.
- Garfinkel, H. (1967), *Studies in ethnomethodology*, Englewood Cliffs, Prentice-Hall.
- Garfinkel, H. (ed.) (1986), *Ethnomethodological studies of work*, London, Routledge.
- Garfinkel, H. (2002), *Ethnomethodology's program. Working out Durkheim's aphorism*, Lanham, Rowman and Littlefield.
- Glenn, P. J. et al (eds.) (2003), *Studies in language and social interaction*, Mahwah, Lawrence Erlbaum.
- Goffman, E., (1979), "Footing", *Semiotica*, 25(1-2), pp. 1-29.
- González-Martínez, E. (2011), "Just telling what is going to happen. The initial phase of a judicial social investigation interview", *Nottingham French Studies*, 50(2), pp. 154-176.
- González-Martínez, E., C. Zanini, (2011), "Une pratique de gestion de la critique en pédiatrie: communiquer à travers le bébé", *SociologieS*, pp. 1-13.
- Goodwin, C. (1981), *Conversational organization. Interaction between speakers and hearers*, New York, Academic press.
- Goodwin, C. (2000), "Action and embodiment within situated human interaction", *Journal of pragmatics*, 32(10), pp. 1489-1522.
- Heath, C. (1986), *Body movement and speech in medical interaction*, Cambridge, Cambridge University press.
- Heath, C., et al. (2000), "Technology and social interaction. The emergence of 'workplace studies'", *British journal of sociology*, 51(2), pp. 299-320.
- Heath, C., et al (2010), *Video in qualitative research. Analysing social interaction in everyday life*, London, Sage.
- Heritage, J., A. Lindström (1998), "Motherhood, medicine, and morality. Scenes from a medical encounter", *Research on language and social interaction*, 31(3-4), pp. 397-438.
- Heritage, J., D. W. Maynard (2006), *Communication in medical care. Interaction between primary care physicians and patients*, Cambridge, Cambridge University Press.
- Heritage, J., J. Robinson (2006), "Accounting for the visit. Giving reasons for seeking medical care", pp. 48-85 in J. Heritage, D. W. Maynard (eds.), *Communication in medical care. Interaction between primary care physicians and patients*, Cambridge, Cambridge University Press.
- Heritage, J., S. Sefi (1992), "Dilemmas of advice. Aspects of the delivery and reception of advice in interactions between health visitors and first-time mothers", pp. 359-416 in P. Drew, J. Heritage (eds.), *Talk at work. Interaction in institutional settings*, New York, Cambridge University Press.
- Heritage, J., T. Stivers (1999), "Online commentary in acute medical visits. A method of shaping patient expectations", *Social science and medicine*, 49(11), pp. 1501-1517.
- Hester, S., D. Francis (eds.) (2000), *Local educational order. Ethnomethodological studies of knowledge in action*, Amsterdam, John Benjamins.
- Interactional competences in institutional practices. Young people between school and the workplace IC-You*, Sinergia research project (Swiss National Science Foundation grant no 136291).
- Jalbert, P. L. (ed.) (1999), *Media studies. Ethnomethodological approaches*, Lanham, University press of America.
- Jefferson, G. (1983), "Issues in the transcription of naturally-occurring talk. Caricature versus capturing

pronunciationals particulars. With an appended glossary of transcript symbols", *Tilburg papers in language and literature*, (34), pp. 1-12.

Jefferson, G. (2004), "Glossary of transcript symbols with an introduction", pp. 13-31 in G. H. Lerner (ed.), *Conversation analysis. Studies from the first generation*, Amsterdam, John Benjamins.

Kidwell, M., E. González-Martínez (2010), "Let me tell you about myself. A method for suppressing subject talk in a 'soft accusation' interrogation", *Discourse Studies*, 12(1), pp. 65-89.

Lynch, M. (1993), *Scientific practice and ordinary action. Ethnomethodology and social studies of science*, Cambridge, Cambridge University press.

Mangione-Smith, R. et al. (2003), "Online commentary during the physical examination. A communication tool for avoiding inappropriate antibiotic prescribing?", *Social science and medicine*, 56(2), pp. 313-320.

Masotti, B. (2009), *La participation et la prise de décision lors d'une réunion de travail dans le cadre d'un projet pour les jeunes*, mémoire de master en sociologie, Université de Fribourg.

Mitchell, R. W. (2001), "Americans' talk to dogs. Similarities and differences with talk to infants", *Research on language and social interaction*, 34(2), pp. 183-210.

Mobile and contingent work interactions in the hospital care unit, ProDoc research module (Swiss National Science Foundation grant no 134875).

Mondada, L. (2007), "Commentary. Transcript variations and the indexicality of transcribing practices", *Discourse studies*, 9(6), pp. 809-821.

Morales, D., (2008), *Vendre du café "haut de gamme" dans une boutique spécialisée*, mémoire de licence en sciences de la société, Université de Fribourg.

Pollner, M. (1987), *Mundane reason. Reality in everyday and sociological discourse*, Cambridge, Cambridge University press.

Roberts, F. (2004), "Speaking to and for animals in a veterinary clinic", *Research on language and social interaction*, 37(4), pp. 421-446.

Sacks, H. (1972), "An initial investigation of the usability of conversational data for doing sociology", pp. 31-74 in D. Sudnow (ed.), *Studies in social interaction*, New York, The free press.

Sacks, H., E. A. Schegloff, G. Jefferson (1974), "A simplest systematics for the organization of turn-taking for conversation", *Language*, 50(4), pp. 696-735.

Schegloff, E. A. (1987), "Analyzing single episodes of interaction. An exercise in conversation analysis", *Social psychology quarterly*, 50(2), pp. 101-114.

Schiffrin, D. (1994), *Approaches to discourse*, Oxford, Blackwell.

Selting, M., E. Couper-Kuhlen (eds.) (2001), *Studies in interactional linguistics*, Amsterdam, John Benjamins.

Sert, O., P. Seedhouse (2011), "Introduction. Conversation analysis in applied linguistics", *Novitas-Royal*, 5(1), pp. 1-14.

Shafik, R. (2008), *L'achat d'un titre de transport auprès d'un automate. Le parcours interactionnel d'un apprenti utilisateur*, mémoire de licence en sciences de la société, Université de Fribourg.

Stivers, T. (1998), "Prediagnostic commentary in veterinarian-client interaction", *Research on language and social interaction*, 31(2), pp. 241-277.

Stivers, T., J. Sidnell (2005), "Introduction. Multimodal interaction", *Semiotica*, 156(1-4), pp. 1-20.

Streeck, J., S. Mehus (2005), "Microethnography. The study of practices", pp. 381-404 in K. L. Fitch, R. E. Sanders (eds.), *Handbook of language and social interaction*, London, Lawrence Erlbaum.

Suchman, L. A. (1987), *Plans and situated actions. The problem of human-machine communication*, Cambridge, Cambridge University press.

Tannen, D. (2004), "Talking the dog. Framing pets as interactional resources in family discourse", *Research on language and social interaction*, 37(4), pp. 399-420.

Travaini, L. (2009), *Analyse multimodale des pratiques pédagogiques lors d'un cours de judo pour débutants*, mémoire de master en sociologie, Université de Fribourg.

Travers, M., J. F. Manzo (eds.) (1997), *Law in action. Ethnomethodological and conversation analytic approaches to law*, Aldershot, Dartmouth.

Zanini, C. (2009), *Une consultation en dispensaire pédiatrique. L'interaction entre l'infirmière, la mère et le bébé*, mémoire de master en sociologie, Université de Fribourg.

RESOURCES

Ethno/CA News

<http://www.paultenhove.nl/>

International Institute for Ethnomethodology and Conversation Analysis

<http://www.iiemca-conference.org/>

International Society for Conversation Analysis

<http://www.icca10.org/>

Language and Social Interaction Division. National Communication Association

http://www.nca-lsi.org/LSI_index.html

Section on Ethnomethodology and Conversation Analysis. American Sociological Association

<http://www.asanet.org/sections/ethnomethodology.cfm>